



**100 women in  
hedge funds®**

**Education Session No. 382:  
Investing in Art: Strategy or Passion?**

November 20, 2012 at 4 PM  
Lugano

A spotlight on the rationale and passion for Art investing. For those who have a passion for collecting art, there is a rationale for their interest. Is it also possible to think and invest in terms of a performing Art collection? Dip into the world of investing in art and learn:

- Who are Art investors today and why they do invest in Art
- What are the benefits for institutional investors and why some still remain skeptical
- What are the advantages and disadvantages of direct investment versus Art funds
- How risks of investing in Art can be managed

Join us for a lively discussion with examples of artworks and anecdotes that illustrate the perspectives of our panelists, who represent artists, buyers, investors and sellers of art.

**Participants**

**Sona Blessing**, Opalesque Radio  
**Philip Hoffmann**, The Fine Art Group  
**Fabrizio Moretti**, Moretti Fine Art  
**Lidia Zaza Sciogli**, Axa Art  
**Roberta Olcese**, *Moderator*

**Event Details**

**Date:** November 20, 2012

**Time:** 3:45 PM Registration.

We will begin *promptly* at 4 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails will follow.

**Host:** Lugano Fund Forum

**Location:** Palazzo dei Congressi

Piazza Indipendenza 4, **Lugano**, 6900, Switzerland - [Directions](#)

**RSVP:** [RSVP Now](#)

If you have any questions about this event, please contact the [Lugano/Milano](#) committee.

**This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.**

**Admission to this event is free, but there is a 30 CHF charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to ASK - All Special Kids, the 2012 beneficiary of**

## **100WHF's Swiss philanthropic initiatives.**

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

### **Biographies**

**Sona Blessing**, Research Specialist, Alternative Alternatives, Opalesque Radio

Sona Blessing is author of "Alternative Alternatives: Risk, Returns and Investment Strategy" - Wiley Finance, February 2011 (<http://eu.wiley.com/WileyCDA/WileyTitle/productCd-0470683961.html>). She is an independent research specialist and consults on the topic. As a freelancer she launched and moderates Opalesque Radio since November 2010.

Prior to that, as Director of Research, she is accredited with conceiving and launching A SQUARE, the research portal on the Opalesque platform in 2007 and was responsible for researching, authoring and editing the weekly publication. She has also been a hedge fund research strategist and a global financial market strategist.

Sona has been a guest lecturer on 'alternative alternatives' at the ZHAW School of Management and Law, Zurich and currently serves as Co-ordinator of the 100WHFs Zurich Education Committee.

**Philip Hoffmann**, Founder & CEO, The Fine Art Group

Before launching The Fine Art Fund, Philip Hoffman spent 12 years working for Christie's, which he joined from KPMG, and at 33, he became the youngest member of the Christie's International Management Board.

The Fine Art Fund Group has a team of 40 professionals and has representatives in London, Lugano, New York, Athens, Dubai and Miami. As well as managing the investment funds, the Group provides Art Advisory services to major banks in Switzerland, USA, the UAE, Greece and Luxembourg through Fine Art Investment & Research Limited (FAIR).

Philip is a regular speaker at the Credit Suisse Family Office Forum, JPMorgan, the ING Art Conference and Euromoney Conferences, Sotheby's Education and frequently comments on the art market on Bloomberg TV, REUTERS, BBC radio, CNBC, CNN and Sky News.

**Fabrizio Moretti**, Chairman, Moretti Fine Art

Fabrizio Moretti, the son of the noted Italian antiques dealer, Alfredo Moretti, was born in Prato on 6 December 1976. He graduated from classics high school, F. Cicognini in Prato. Thanks to the faith of his father after his retirement in 1993, Mr. Moretti dedicated himself to study and research and graduated with a degree in Literature and History from the Department of Literature and Philosophy at the University of Florence and went on to be the founder of Moretti Srl at the young age of 22.

Mr. Moretti is a member of the Italian Federation of Art Dealers, of the Antique Association of Italy and the National Syndicate of French Antiquaries.

In 2004, the Minister of Culture and French Communications, Renaud Donnedieu Vabres, awarded Mr. Moretti the title of Chevalier de l'Ordre des Art et des Lettres.

Thanks to his great interest, he organized in 2004, in collaboration with the Ministero per I Beni e le Attività Culturali e la Soprintendenza Speciale per il Polo Museale Fiorentino, the exhibition, Bartolomeo di Giovanni. Allievo di Botticelli e Ghirlandaio, which took place at the San Marco museum in Florence.

In March 2005, Mr. Moretti sponsored an exhibition catalogue for the San Marco Museum in Florence, Da Bernardo Daddi al Beato Angelico, a Botticelli. DipintifiorentinidelLindenau-Museum di Altenburg.

**Lidia Zaza Sciolli**, Art Advisor and Responsible for Axa Art Ticino & Graubünden, Axa Art

From 1991 to 1999, Lidia was the Scientific Collaborator at the Museo Cantonale d'Arte in Lugano and was responsible both for the Museum and the Canton art collections. She organised exhibitions at national and international levels, researched art history, wrote essays for catalogs and media, gave conferences, and created and developed educational programs.

From 1999 to 2008, Lidia was the Director for Christie's Auction House in Southern part of Switzerland. She promoted the brand, enlarged clientele, increased the turnover, organised prestigious events with international clientele, both in Lugano and St. Moritz.

In 2008, she started her own Art Advisory company. She builds up art collections for private clients and institutions, Swiss and international. She supervises transactions and assists customers when purchasing or selling art.

Since April 2012, she also represents the leading art insurance company AXA-ART in Ticino and Grisons.

Lidia studied in Guatemala, Bern, Rome, Milano and Caracas, at the Universidad Central de Venezuela, where she got an Art History Degree.

#### **Roberta Olcese, Art Market Advisor and Journalist**

Roberta Olcese is a journalist and expert of the international art market. She has a degree in law and took the solicitor exam. In 2011 she was a lecturer at the Master in Art Economy at "Il Sole 24 Ore" and also the professor of "Contemporary Art Market" in the Faculty of Architecture at University of Genoa.

These are some of her journalism ongoing collaborations: with "Il Secolo XIX", "Plus -Il Sole 24 Ore" in the Art Economy section and Vanity Fair; co-presenter of the show "Top Lot le Aste in diretta" about Sotheby's and Christie's international auctions on Sky channel CNBC Class Life - Sky 505 Class Editori.

She has also been editor for the financial newspaper Finanza&Mercati, Borsa&Finanza, Milano Finanza, and the Magazine Monsieur, Arte and Antiquariato. In 2008 she had the column "Arte" for Quale Impresa the Confindustria magazine.



#### **About Lugano Fund Forum**

The Lugano Fund Forum (LFF) is the second edition of the most important event focused on Asset Management, Investment Tools (covered warrants, certificates, ETF, structured bonds, unit linked ...) and Fundamental Analysis, organized in the Italian part of Switzerland (the Canton of Ticino). The forum will take place at the prestigious Palazzo dei Congressi, on the 19th and the 20th of November 2012, and will host a number of specialized conferences and an exhibition area.

#### **About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))**

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 300 events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$25 million for philanthropic causes in the areas of women's and family health, education and mentoring.